



# Media Relations 101

**Mary Jane Michalak and Amanda Stanley**  
**With Special Guests**  
**September 3, 2010**



# The Challenge

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“The challenge in media relations is to find the right journalists, and earn their trust through understanding their needs, factual information and a healthy measure of good humor.”

- David Henderson

Media Relations from a Journalist's Perspective



THEY  
WEAR  
GLASSES!



THEY  
SPORT  
LIFE JACKETS!



THEY  
COOK IN  
FUNNY HATS!

MEDIA –  
THEY'RE  
JUST LIKE  
US!



THEY CHAT  
AT THE HAIR  
SALON!



THEY HAVE  
FISHY FRIENDS!





# What do the “Media” want?



**Exclusives!**



**Anytime!**



**Anywhere!**



**Relevant!**



**The Best!**

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INDIANAPOLIS**An Eyewitness News Exclusive**  
**Dave & the Mannings**  
MONDAY 6PM[Home](#) [News](#) [Video](#) [Weather](#) [Traffic](#) [Sports](#) [Entertainment](#) [Health](#) [Community](#) [Real Estate](#) [Lifestyle](#) [Hot Topics](#)• **FLOOD WATCH** in effect for: • **Tippecanoe County, IN** • **Carroll County, IN** • **White****BREAKING NEWS****One dead in Hamilton County crash**One person is dead following a crash in northwestern Hamilton County Monday. [More>>](#)**SKYTRAK WEATHER****CANCELLATIONS AND DELAYS: 1 announcement now posted. [Click here for the location.](#)**[Weather Alert - Sign Up](#)  
  
[Extended Forecast](#)[Personal Forecast](#)[Interactive Radar](#)[Weather Blogs](#)[Weather Bug](#)**Evansville student involved in fatal crash mix-up**

It's another case of mistaken identity involving an Indiana college student.

**Pentagon scrambles to assess Wikileaks damage****One arrested in Fishers American Legion break-in****Brickyard to drop admission price for 2011****Two dead in Brownsburg house fire****EYEWITNESS NEWS VIDEO**[New Videos](#) [Skytrak Forecast](#)**Most Popular**[Eyewitness News Webcast](#)

00:59

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02:42

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02:50

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## BREAKING NEWS

YOUR LOCAL NEWS LEADER

### UPDATE: I-94 about to reopen after cattle hauler crashes, burns

Westbound motorists on I-94 are being diverted off at the Michigan City/U.S. 421 exit Tuesday morning while cattle and a wrecked semi are being removed. Police anticipate the highway will re-open at 7 a.m. CDT. Comments (7)

#### RELATED CONTENT

- Boy, 4, dies in crash near Three Rivers
- Air show goes on after jet crash
- Arizona officials ID wrong crash victims in fatal accident
- Mysteries persist a year after crash that killed 8
- Couple's test drive ends in crash — into own home
- Man crashes into Elkhart County barn



#### Top Video

- Inside the Elkhart County Fair
- TRIBUNE SKYPE: South Bend proposed shredder
- Governor agrees with plan to eliminate fire department
- Meth in Marshall County



#### sbt24/7news

Breaking News Headlines

- Main break leaves New Carlisle without water
- Indiana advocates group warn Medicare rebates scams
- UPDATE: I-94 about to reopen after cattle hauler crashes, burns
- Mishawaka police respond to burglary report

#### Make Us Your Home Page!



Current Temp

65.0°

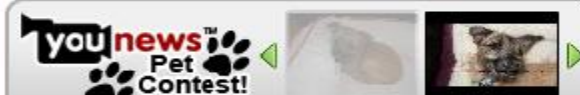
- > Current Conditions
- > Watch Today's Forecast
- > Detailed Forecast
- > Seven-Day Forecast
- > Watches and Warnings
- > Rick's Weather Blog
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#### Hour by Hour Forecast

7AM	9AM	NOON
65	72	80



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**MORNING DRIVE REPORT**



BEE WINDOW

**HOME IMPROVEMENT GIVEAWAY**  
IS NOW **\$30,000**

#### Main break leaves New Carlisle without water

NEW CARLISLE — Water customers in the Town of New Carlisle will be without water until approximately 8 a.m. Tuesday, as crews work to repair a main break. Comments (0)

#### Company looking to put car shredder in South Bend

[Watch the story](#)

SOUTH BEND — Jim Parker hopes lots of his neighbors come to a Board of Zoning Appeals meeting next week to speak out

**WSBT-TV** on Facebook





# Why speak to them?

liveshots

PRINT

AA

CRIME

## Fitzgerald: No Comment On Blago

July 22, 2010 - 2:12 PM | by: Robert Lee



CHICAGO- The U.S. Attorney responsible for bringing the charges against the former Governor of Illinois, refused to share any reaction today on the case as it heads to closing arguments on Monday. "You can keep asking questions, but your going to get the same non-answer," said Patrick Fitzgerald today at a joint FBI, U.S. Attorney and City of Chicago Police press conference on a large drug and weapons bust in Chicago.

The former Governor's defense rested yesterday without calling any witnesses including the former Governor himself, saying the prosecution never proved their case or brought on the expected witnesses, bringing to a close a trial that had been expected to last much longer.

Watch the clip here and a portion of yesterday's courthouse press conference.



U.S. SENATE

## Weekly Standard Reporter Shoved Outside of Democratic Fundraiser

Published January 13, 2010 | FOXNews.com

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Comments (141)

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A supporter of Senate candidate Democrat Martha Coskley helps journalist John McCormack of The Weekly Standard as Coskley looks on as she was leaving a fundraiser in Washington, Tuesday, Jan. 12, 2010. (AP)

The rough-and-tumble world of [politics](#) was on full display Tuesday night when longtime Democratic strategist Michael Meehan was caught on videotape shoving a reporter for the Weekly Standard into a metal railing, reportedly giving him a large tear in his pants.



# When a reporter calls....

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- Relax!
- Identify the reporter.
- Ask questions.
- Take time to prepare.
  - Gather your notes.
- Return calls promptly.





# Interviews

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- Types
- Before the Interview
  - Preparing
  - Dressing
- During the Interview
- After the Interview



# Types of Interviews

- TV News
- Radio News
- Radio Talk Show
- Newspaper

**EYEWITNESS NEWS VIDEO**

**New Videos** Skytrak Forecast

Most Popular

	Smart for Two car 02:08
	Eyewitness News Webcast 04:56
	SkyTrak Weather Forecast 03:11
	SkyTrak Weather Forecast 02:38
	Father, son arrested 01:50
	Broad Ripple robberies 02:00





# Preparing

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- “Media Standby Document”
- Message Strategy
- Practice





# Dressing







# During the Interview

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- Posture, Body Language
- Face, Voice and Tone
- Delivering your message



# Posture / Body Language







# Face / Voice / Tone





# Delivery

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# Never-Never Land

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- Never lie.
- Never say “no comment.”
- Never repeat negative statements.
- Never rush to answer.
- Never speculate.
- Never fill dead air.
- Never use jargon.





# After the Interview

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- Follow up
- Evaluate
- Correct errors
- Thank you



# Special Guests

- Niki Kelly
  - Fort Wayne Journal Gazette
  - [www.jg.net](http://www.jg.net)
  
- Lesley Stedman Weidenbener
  - Louisville Courier-Journal
  - <http://www.courier-journal.com/>





# Contact the Department

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  - Contact us: [www.in.gov/dlgf/2338.htm](http://www.in.gov/dlgf/2338.htm)